



2022: AHPA's 40th Anniversary

Celebrate with us all year long!

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Share your photos from the 80s, the decade AHPA was founded

Pay homage to the 1980s (the decade AHPA was founded) by submitting photos of yourself and/or friends and colleagues in the herbal industry. The photos will be shared in the AHPA Report and on AHPA's social media accounts for members and followers to guess who is in the photo!





40th ANNIVERSARY
MESSAGE FROM
AHPA PRESIDENT
MICHAEL MCGUFFIN

Dear AHPA Members,

Welcome to 2022 – the American Herbal Products Association’s 40th anniversary. As we enter our fifth decade of service to the industry and consumers of herbal products, we have much to be proud of and, despite the ongoing pandemic, we have reason to be optimistic.

In 40 years, AHPA has grown to include more than 400 member companies across five continents, many of whom have been with us for multiple decades. AHPA now has 17 committees representing key areas of industry interest. Our newest – the Diversity & Inclusion Committee and the Sustainability Committee – are reflective of current issues and priorities. AHPA has produced and maintains many valuable resources. Both our *Botanical Safety Handbook* and *Herbs of Commerce* are in their second editions and we also offer an online BSH subscription (not something that was an option in 1982!)

Together we have accomplished many firsts for the industry and, since 2020, together we have faced the pandemic. The challenges have been harrowing, personal, and life-changing – but the herbal community has shown great resilience. Now more than ever, our families, friends, and neighbors are looking to herbs to support their health, making the work we do to ensure that herbal goods and natural products are safe and accessible more important than ever.

The herbal and natural products industry has made tremendous contributions to maintaining health around the world. Although we cannot predict too much, we will continue to dutifully and collaboratively approach whatever challenges confront us and opportunities appear in the new year. Our strength is in the expertise and experience of our members. To celebrate AHPA’s 40th anniversary, we will be inviting founding members and friends to share their stories. We hope you will follow along.

On behalf of the AHPA team, thank you for being a member. We are honored to have served you for 40 years and look forward to another 40 and beyond.

Sincerely,

Michael McGuffin
AHPA President

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EXAMPLE ONLY. ACTUAL DESIGNS MAY VARY.

Author a 40th anniversary letter or guest article for the AHPA Report

LETTER: 250–500 words

GUEST ARTICLE: Up to 1200 words

Share a favorite memory or lesson learned, comment on a historical or present issue, or address AHPA members and friends of the herbal and natural products industry with your own 40th anniversary message in the monthly AHPA Report.

Support your favorite herb in AHPA's 40 Herbs We Love campaign

To celebrate our 40th anniversary, we will be showcasing "40 Herbs We Love" – support your favorite herb by selecting an herb and sharing a story, fun fact, or something you love about it! Your name, organization, and herb of choice will be featured in an AHPA Update, the AHPA Report, and on AHPA's social media accounts.

WITH ♥ FROM
[NAME OR LOGO HERE]

No. 1

lemon balm

Melissa officinalis



lemon balm

The genus name, *Melissa*, means "bee" in Greek, and the plant was likely named for its reputed ability to attract bees.



WITH ♥ FROM
[NAME OR LOGO HERE]



WITH ♥ FROM
[NAME OR LOGO HERE]

No. 1

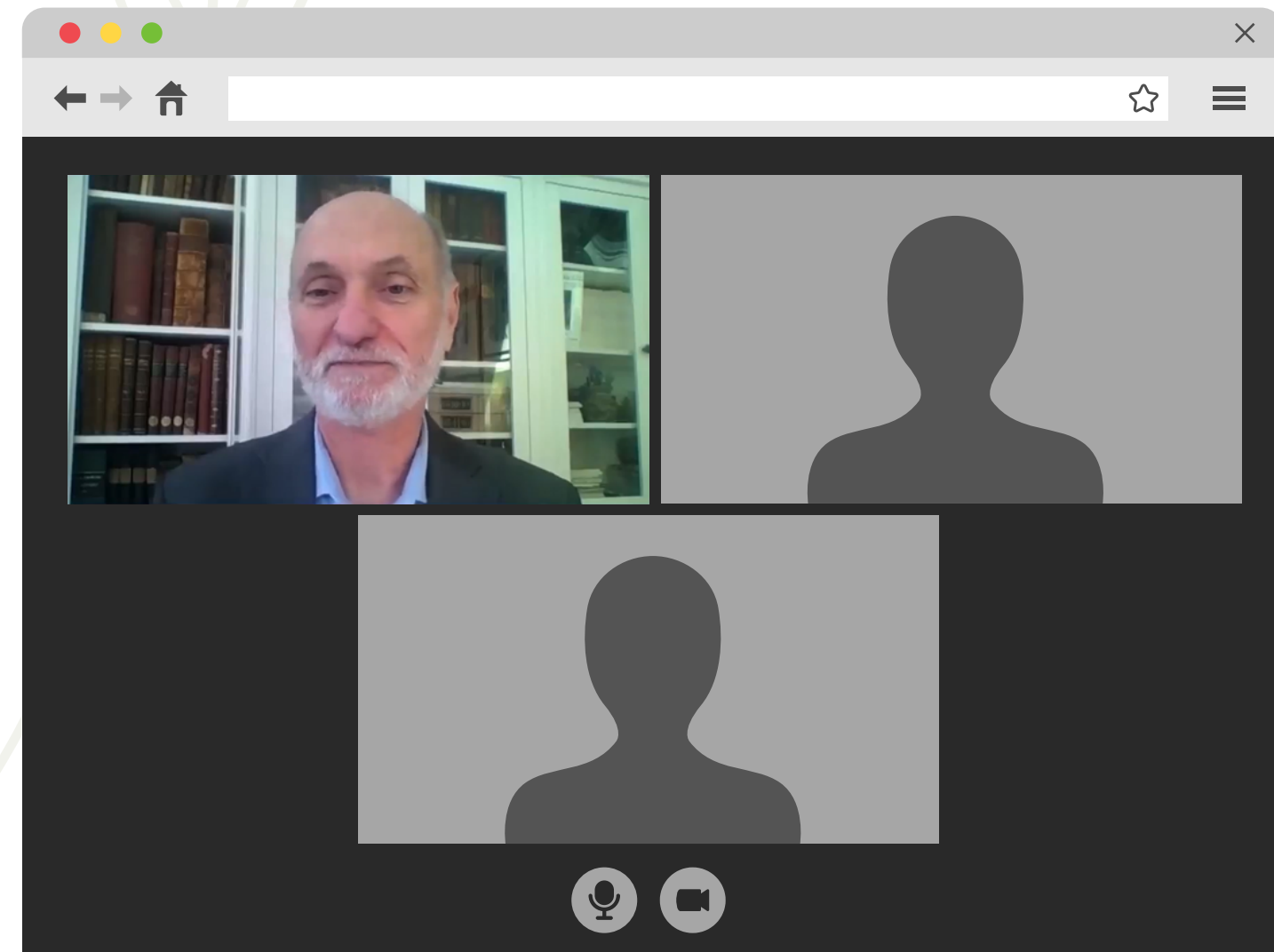
lemon balm

Melissa officinalis

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Join us for the 40th anniversary AHPA Herb Talks

DURATION: 30-60 min (pre-recorded)

Gather (virtually) with fellow AHPA founders and friends for a pre-recorded video chats to discuss topics celebrating AHPA history, achievements, and what sets us apart in the herbal community. Videos will be available to watch on-demand and be shared in AHPA Updates, the AHPA Report, and on AHPA's social media accounts.

